



G.N. KURUC, JR.  
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**January 26, 1993**

**To: All Wakefern Members and Member Groups**

**Subject: WORTH Cigarettes**

**Dear Members:**

**R. J. Reynolds Tobacco Company's Forsyth Division has entered into an agreement with Wakefern to manufacture a cigarette brand specifically for and exclusive to Shop Rite.**

**Listed below are details regarding this new item:**

- o **Brand: WORTH**
- o **Availability Date: Immediate**
- o **Brand Styles:** WORTH Full Flavor King  
WORTH Full Flavor 100's  
WORTH Light King  
WORTH Light 100's  
WORTH Light Menthol King  
WORTH Light Menthol 100's  
WORTH Ultra Light 100's
- o **Retail Pricing:** Priced to sell at lowest state minimum retails in all Shop Rite trading areas:  
Example: New Jersey  
Kings \$ 11.84  
100's \$ 12.12
- o **Retail Allowance:** Wakefern will pay a distribution allowance to each member store for each carton of WORTH purchased. The amount of the allowance will be disclosed by Wakefern.

"We work for smokers."

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o **In-Store Display:** *WORTH can be displayed in stores in one of two areas:*

1. *Separate "special" WORTH floor display with pricer.*
2. *RJR space on the Savings Brand Section of RJR merchandisers.*

o **Sales Support:** *RJR's Field Sales Force will support all sales, and in-store advertising.*

*WORTH was designed for Shop Rite. Your customers can not purchase this brand in any other retail location. It is priced right to capture the consumer interested in purchasing a quality low cost brand.*

*Your support in the marketing of this new brand is greatly appreciated.*

*G. N. Kuruc, Jr.*

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Account Scroll - M03

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Terr  Rte  Acct  CC  Name                      Address                      City
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122801 165 402710 K04 SHOP RITE 294          727 MORRIS TURNPIKE SPRINGFIELD
122801 223 402722 K04 SHOP RITE 284          SHONPIKE RD & SOUTH CHATHAM
122801 340 402719 K04 SHOP RITE 235          184 COLUMBIA TPK      FLORHAM PARK
122801 410 402707 K04 SHOP RITE 298          220 MAIN STREET       MILLBURN
122801 970 402698 K03 VILLAGE SHOP RITE296 PROSPECT AVENUE       WEST ORANGE
122802 065 083850 K03 VILLAGE SHOPRITE 447 RT 206 & AMWELL AVE HILLSBOROUGH
122802 440 246296 K02 SHOP-RITE #552      1306 CENTENNIAL AVE PISCATAWAY
122803 978 402702 K03 SHOP RITE 245          9 SOUTH ORANGE AVE.  SOUTH ORANGE
122803 979 770934 C13 SHOP RITE LIQUORS#17 25 VOSE AVENUE       SOUTH ORANGE
122804 401 402830 K02 SHOPRITE 403          1184 RARITAN ROAD    CLARK
122804 722 773928 K02 CARTERET SHOPRITE  CARTERET S/C          CARTERET
122805 016 544856 K02 SITAR SHOPRITE      CONVERY BLVD          PERTH AMBOY
122805 625 465275 K04 VILLAGE SHOP-RITE    865 WEST GRAND AVE.  ELIZABETH
122806 395 402491 K04 VILLAGE SP RITE#433 ROUTE 57 &            WASHINGTON
122806 555 344056 K02 SHOP-RITE          RT. 31 & HALSTEAD S CLINTON
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NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts  
PF1 = Account Selection Menu PF2 = Begin of Acct Group

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Terr	Rte	Acct	CC	Name	Address	City
122806	725	402526	K02	COLALILLOS SHOP RITE	ROUTE 202-31	FLEMINGTON
122807	053	402870	K02	SHOP-RITE #525	ROUTES 1 & 9	WOODBIDGE
122807	191	402805	K02	SHOPRITE #513	1665 OAK TREE RD.	EDISON
122807	217	402797	K02	SHOP-RITE 573	RT. 1 & OLD POST RD	EDISON
122808	236	771634	K04	SHOP-RITE 453	RT 202/MORRISTOWN R	BERNARDSVILLE
122808	237	477935	K04	SHOP-RITE ANNEX	RT 202/MORRISTOWN R	BERNARDSVILLE
122808	293	402748	K02	SHOP RITE 443	VALLEY RD & POPULAR	STIRLING
122809	065	401398	C04	ROMANOS S.RITE LIQUO	127 MAIN STREET	HACKETTSTOWN
122809	135	771753	K04	SHOP-RITE	ROUTE 57 &	HACKETTSTOWN
122809	205	402759	K02	ROMANO SHOP-RITE	ROUTE #10	SUCCASUNNA
122809	207	639621	A04	SHOP RITE LIQUOR	ROUTE #10	SUCCASUNNA
122809	370	402757	K04	SHOP-RITE 273	RT 206 & MAPLE AVE.	CHESTER
122809	590	639586	K04	SHOPRITE 259	RT 10 & 202	MORRIS PLAINS
122809	687	771754	K03	SHOP-RITE 216	NEW MORRIS STREET &	MORRISTOWN
122810	075	402841	K02	SHOP-RITE 261	LIBERTY & MORRIS AV	UNION

NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts  
 PF1 = Account Selection Menu PF2 = Begin of Acct Group

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Terr	Rte	Acct	CC	Name	Address	City
122861	018	556797	D52	SITAR SHOPRITE	CONVERY PLAZA	PERTH AMBOY
122861	200	970333	K04	CONSOLIDATED	2124 MORRIS AVE	UNION
122861	240	534601	K04	RONETCO	MORRIS CANAL PLAZA	LEDGEWOOD

NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts  
 PF1 = Account Selection Menu PF2 = Begin of Acct Group

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